

# Pay Per Lead

Advertiser Rate \$25/per lead\*

\*100 lead purchase minimum

## Overview

*Your Content, Our Reach*

We can host your content on our website to help you gain exposure and provide you with valuable lead data. By letting us host your Whitepaper, Case Study, Product Catalogs, Webinars, Podcast and many other types of files, you are added to a vast medical library that focuses on your industry. We can leverage our multi-level platform to drive exposure to your content and in return, deliver the quality leads to help your ROI.

## Program Features

- Hosting of multiple documents or files over the life of the program
- Ongoing promotion of content and visitor data capture until the program leads are met
- Specialized website sections dedicated to specific content types with lead capture
- Lead data capture will provide you with name, company and contact point (address, phone, e-mail)\*  
*\*min requirement of one valid contact point*
- Lead data report delivered to advertiser weekly
- Specialized marketing campaign that leverages multiple products to drive traffic to your content and identify the highest value leads
- Prepayment of program prior to live date

**Don't have a whitepaper, featured report or specs data charts?**

Allied 360 can help you develop multiple types of documents for hosting starting at \$700/page (2 page min.)

## Specs

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### Resource Library

A collection of sponsored content from our valued partners

**NEW**  
**Ultrasound Output Display – What do the numbers mean?**

The ultrasound Output Display Standard\* (ODS) has a specific technical definition but that definition is generally found standing in contextual isolation. Specifically, how do these dimensionless MI and TI numbers, displayed on the ultrasound system monitor relate to: (1) the laws of ultrasound physics, (2) FDA prescribed regulatory constraints placed on the limits of the [...]

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**It's Not About Alarms: Lessons Learned in Improving Patient Safety**

With proper configuration, the number of alarms per patient per day can be reduced from well over 100 to 10 or less, says James Welch, EVP for product development at Sotera Wireless. In this audio interview with 24x7 editor John Bethune, Welch recaps his AAMI presentation, "It's Not About Alarms: Lessons Learned in Improving Patient Safety."

**Text based documents: Preferred:** max size 8.5 (w) x 11 (h) – print quality pdf

**Document Title:** 100-150 characters

**Document Overview:** 200 words or less

**Contact E-mail:** e-mail for report delivery

**Multimedia files:** please contact us for specs